

APR 12 1922 ✓

©CLL 17745C

THE RED PEACOCK

✓ Photoplay in seven reels

Drama by John Kraly

Directed by Paul Stein

✓ Author of the photoplay (under Sec. 62 ) ✓  
Famous Players-Lasky Corporation of the U. S. ✓

APR 12 1922

©CLL 17745

Pola Negri

in

"THE RED PEACOCK"

A Paramount Picture.

~~Directed by Kurt Richter~~

The Cast

Violetta.....POLA NEGRI  
Alfred Germont  
Clare Germont, Alfred's Sister  
Mr. Germont, Alfred's Father  
Gaston Roy  
Flora Lavalie  
Count Girey  
Violetta's Father

Violetta, a beautiful, vivacious, though somewhat delicate girl, lives with her father in a miserable hovel in the slums of a great city. Violetta's father is a ne'er-do-well, living only for his drink. To secure money for his dissipation he sends her out into the streets to sell flowers.

On a very stormy evening Violetta is trying to sell her flowers outside the well-lighted entrance of a theatre from which the crowds are emerging following the performance. Owing to the rain, business is very bad for Violetta, and she is fearful lest her father beat her for returning without money.

Among the last of the crowd coming from the theatre is a gay party of three - Alfred Germont, a young playwright; his friend, Gaston Roy; and Flora Lavalie, a woman companion. Flora has extended an invitation to Alfred for an after-theatre dinner at their apartment, and as Gaston and Flora step into their car, Violetta, in desperation lest the last of the theatre crowd should go without her having made a sale, jumps upon the running board of the already moving vehicle and tearfully holds forth her



runs to Gaston. Gaston, in unusually good humor, jests with Violetta, but her sincere appeal prevails upon his better nature and he buys a bouquet. Alfred, following close behind in his own car, sees Violetta's insecure grasp upon Gaston's car and tries to warn her, but as Alfred shouts Violetta falls from the automobile and rolls to the curbing, unconscious. Alfred tenderly carries the white-faced girl to his car and drives her to Flora's apartment. After reviving Violetta, Flora and Alfred insist upon her getting before the big open fire to dry herself. Flora notices the light garments Violetta is wearing and, taking Violetta to her room, gives her a complete change of her own clothes, including a gorgeous cape. This is the first time in her life that Violetta has ever had pretty clothes to wear and her remarkable beauty, brought out by the garments, causes a gasp of astonishment from Flora. Flora brings Violetta before the men and they also remark upon her loveliness. Violetta's hosts press cakes and other sweets upon her and, melting before their kindness, she tells them the whole story of her terrible existence, including her continual dread of going home to her father without enough money with which to buy him drinks. Alfred, who has been listening intently, goes to a cabinet and brings forth a bottle of wine which he insists, with Flora's permission, that Violetta take home to her father in order to avoid a beating.

Violetta returns to the hovel which she has been compelled to call her home and gives the bottle of wine to her father, who has worked himself into a fury waiting for her to appear. Violetta's father empties the bottle in short time while Violetta crouches in a corner waiting for him to fall into his customary drunken stupor. But the drink-crazed man sights the beautiful cape Violetta is holding close to her and, thinking of the many bottles of wine he could buy by pawning the cape, tries to snatch it from the frightened girl. Violetta, fighting to keep the only beautiful thing which she could ever call her own, resists stoutly, but when the liquor-maddened man threat-

e. to kill her, and reaches for a knife to carry out his purpose, Violetta decides that her only safety lies in flight and she darts through the open door into the rainy streets again.

Violetta naturally thinks of the kindness of Alfred and his two friends and decides to go back to the house of Flora for shelter and counsel. As she reaches Flora's home Violetta meets Alfred, who is on his way home. Violetta tells him of the treatment she has received at the hands of her father and Alfred immediately offers her the shelter of his home. Violetta accepts, and together they go to Alfred's apartments, where Alfred shows her to his bedroom, and then prepares a couch for him - self to sleep upon.

After an unbroken, dreamless sleep, the first she has had in many months, Violetta breakfasts with Alfred and confides her fears of the future to him. Alfred then tells Violetta that he loves her and asks that she remain with him, and Violetta, struck by his sincerity, agrees gladly.

Alfred receives a letter from his Father saying that Alfred's sister, Clara, is very ill, and wishes to see him. Alfred has just learned that Clara had contributed practically all of her savings in order to keep him at college. Recognizing his duty, Alfred makes arrangements to leave Violetta at Flora's house while he visits his sister. Flora agrees to take Violetta in the capacity of maid, and teaches her many little manners and otherwise gives her pointers on improving Violetta's charming face and figure. But Violetta learns so quickly that in a short time Gaston is completely enamoured of her, and one day Flora finds him making violent love to Violetta. Flora jealously orders the innocent girl from the house and Violetta finds herself once more upon the streets.

Violetta returns for her clothes, which Flora allows her to pack up. Leaving the house again with her grips, Violetta meets the rich Count Girey, who offers her a lift in his auto. Violetta hesitates, but dreading a re-



to the old life, accepts his hospitality, going to his house and receiving gifts of clothes and jewels. Violetta's love for Alfred still lives but, knowing his straitened circumstances, refuses to burden him with her.

Alfred returns from his father's house after his sister's recovery and institutes an unsuccessful search for Violetta. Greatly discouraged at his vain seeking, Alfred, with heavy heart, buries himself in work upon a new play. Soon after the play is accepted by a famous producer and Alfred goes to the first performance. There he sees Violetta occupying a box in company with the notorious Count. Considerably broken up by what he thinks is the loss of her love for him, Alfred follows the pair to Flora's home, where a merry party is in progress. Here Violetta sees him and, tearfully pleading for forgiveness, explains the situation to him and asks that he take her back. Alfred, his great love for her making him blind to all else, accepts, and together they leave the house unnoticed.

Weeks pass by and Alfred discovers that Violetta is steadily failing in health, and in great need of medical attention. But Alfred's play has been a failure, and he is without funds. To help him, Violetta decides to sell the jewels given her by the Count and goes to a pawnbroker with that point in view. But the money-lender, seeing her evident necessity, tries to get the jewels for a ridiculously small price, which Violetta refuses to accept. As she starts to walk home, Gaston who has seen her come from the pawnshop, approaches her and offers assistance. Unsuspecting, Violetta goes to a hotel with Gaston, and he soon makes his disagreeable intentions known. After a stormy scene, Violetta denounces Gaston and leaves for Alfred's home.

Arriving at his apartments she is greatly surprised to find Alfred gone, and his father and sister awaiting her. Alfred's father explains that they are there to ask her to give up Alfred, as they believe she is ruining his

eer. The sister relates her sacrifices in Alfred's behalf and convinces Violetta that it would be best for Alfred for her to leave him. This she does before he returns.

Again in the streets Violetta decides to go back to Gaston, who has now abandoned Flora. Violetta and Gaston go on a long motor trip and Flora, full of jealousy, offers Alfred enough money to follow the fugitives.

Alfred meets up with Violetta at Monte Carlo while she is at a great ball, and after a talk with Violetta, convinces himself that she is untrue to him. Alfred's father and sister have not told him why Violetta has run away and Violetta, sworn to secrecy, can make no explanations.

The shock of this meeting has completely undermined Violetta's delicate constitution and when Alfred returns to his father and sister he finds a telegram from Gaston saying that Violetta is dying and wants to see him. Alfred arrives in time to hear Violetta murmur with dying lips, "I have loved only you." He leaves, convinced that Violetta's great love for him had lasted from the very beginning, even going to the grave with her.

-----



LAW OFFICES  
FULTON BRYLAWSKI  
JENIFER BUILDING  
WASHINGTON, D. C.  
TELEPHONES MAIN 666-666

APR 12 1922

Register of Copyrights,  
Library of Congress,  
Washington, D. C.

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of

Famous Players-Lasky Corporation

THE RED PEACOCK (7 reels)

Respectfully,

FULTON BRYLAWSKI

The Famous Players-Lasky Corporation hereby acknowledges the receipt of two copies each of the motion picture films deposited and registered in the Copyright Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
RED PEACOCK	4/12/22	L: OCL 17745

14 Copies Returned  
APR 13 1922  
Delivered in person.

The return of the above copies was requested by the said company, by its agent and attorney, on the 12th day of April, 1922, and the said Fulton Brylawski for himself and as the duly authorized agent and attorney of the said company, hereby acknowledges the delivery to him of said copies and the receipt thereof.

APR 13 '22

*Fulton Brylawski*

## EXHIBITORS' PRESS BOOK

Hamilton Theatrical  
Corporation  
presents

# Pola Negri



UFA  
PRODUCTION

**A** VISION of gorgeous beauty!  
Flashing over the screen to the  
most sensational triumph of any  
film artiste in history!

Such is Europe's peerless mistress  
of emotion, Pola Negri. Such she  
is as the dazzling "Peacock,"  
sweeping through this powerful  
drama.

The story of a struggling girl of  
the slums, caught by fate and  
flung in the lap of riches and  
adulation. Then—

The story of her woman's heart,  
that sacrificed ease and luxury  
and silently faced disgrace for  
love.

A picture as brilliant as its name.  
See it for some new thrills!



Three-Column Ad 3 A Above.  
Set it also in Four Columns.



Mats and Electros Always  
in Stock at Your Exchange.

Copyright, 1922, Famous Players-Lasky Corp. All Rights Reserved. Country of Origin U. S. A.



Pola Negri in

"THE RED PEACOCK"

A Paramount Picture

U F A Production



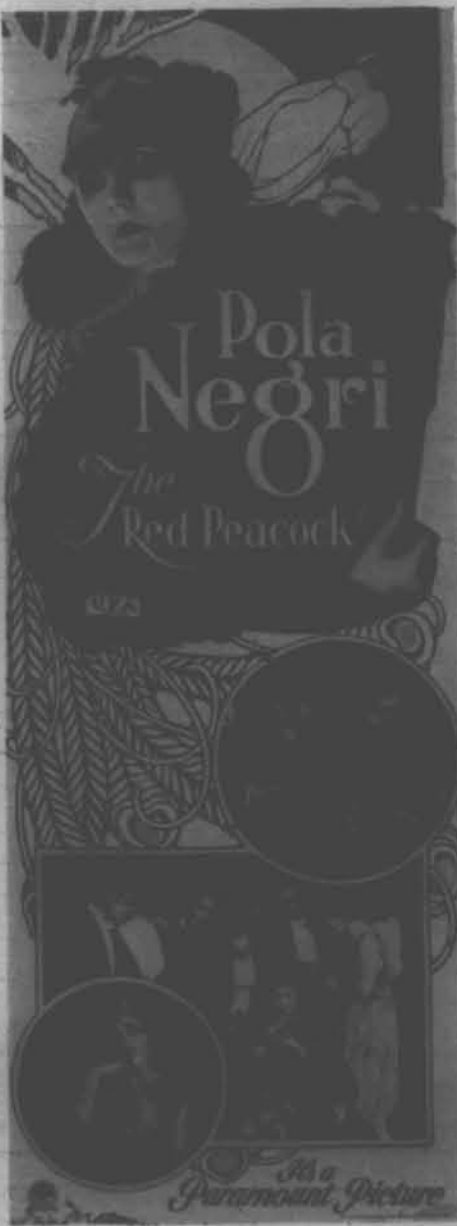
Use This Lobby Display and You'll Catch the Fans



INSERT CARD

for the Exploitation of

"THE RED PEACOCK"



MAR 21 1922 © CL 658757

Pola Negri in

# "THE RED PEACOCK"

A Paramount Picture

U F A Production



## EXHIBITORS' PRESS BOOK



CHARLES KENMORE ULRICH, Editor

### Data of Importance to Exhibitors Regarding Pola Negri and Her New Starring Vehicle, "The Red Peacock," a Paramount Picture

UNDENIABLY one of the most talented and fascinating screen stars of Europe, Pola Negri is rapidly winning a tremendous following among picture lovers in the United States. An actress of remarkable dramatic power, with a personality that attracts one irresistibly, Miss Negri is at once the artist and woman, and to this happy combination, her success in such pictures as "Passion," "Gypsy Blood" and "The Last Payment," the latter a Paramount picture recently released, is largely due. That she will accentuate her reputation for artistry in "The Red Peacock," her latest vehicle, there can be absolutely no doubt. It is a remarkable photoplay that reminds one of Sarah Bernhardt's "Camille."

#### Pola Negri, Famous Star

Pola Negri is of Polish birth, and by temperament and education, one of the foremost exponents of her art in continental Europe. Although her talents had obtained recognition abroad years ago, she remained unknown to American screen fans until her remarkable portrayal of the role of Madame DuBarry, the favorite of King Louis XV, in "Passion" revealed her to picture lovers as a screen luminary of great magnitude. This impression was strengthened by her work in "The Last Payment" and it at once stamped her as one of the leading exponents of emotional dramatic art in the motion picture world. Her superb powers are admirably displayed in "The Red Peacock," in which she has the role of a flower girl whose career is wrecked by a cruel drunken father and whose life's tragedy will appeal to her admirers with invincible force.



POLA NEGRI

The famous European Screen Star who has a tremendous role in her new Paramount picture, "The Red Peacock"

#### A Remarkable Story

Violette, a beautiful delicate girl, lives with her brutal drunken father in a hovel. To obtain money for his dissipation, he sends her out into the streets to sell flowers, threatening to beat her if she fails to return without money. Violette runs through a fierce storm to a theatre from which a fashionable crowd is emerging.

Her flowers refused by everyone, Violette is in despair when Alfred Germont, a playwright, Gaston Roy, his friend and Flora Lavelle, a woman companion appear. Violette, dreading to return home without making a sale, follows the party to an automobile and when Gaston and Flora enter the car, steps upon the running board of the moving machine. She offers her flowers to Gaston, who jests with her lightly. Alfred, following in his own machine, observes that Violette is about

to fall and vainly tries to warn her. She falls unconscious and Alfred, picking her up, drives to Flora's apartment.

When she is revived, Violette is arrayed in a pretty gown belonging to Flora. She tells Alfred her story, and Alfred gives her a bottle of wine for her father. She returns to her hovel, gives the wine to her father who seeks to wrest her beautiful wrap and gown from her. She resists and to escape death at his hands, she flees into the streets. Later she goes to Alfred's apartment where he avows his love for her. She makes her home with Flora until Gaston's attentions to her rouse Flora's jealousy, and then once more she finds herself in the street.

Meeting Count Girey, a wealthy nobleman, and hearing nothing from Alfred whom she loves, she accepts the Count's protection. Alfred searches for her and one night sees her with the Count in a box at the theatre. He meets Violette and persuades her to return to his house. Meanwhile, her health has been failing rapidly and a few weeks later, Alfred's father and sister call upon her and urging that she is dragging Alfred into the mire, and ruining his career, she consents to give him up. She rejoins the Count and they go to Monte Carlo. Here Alfred succeeds in finding her. The shock is too much for Violette and telling him that "she has loved him always," she breathes her last. The culminating situations are highly dramatic while the heart appeal throughout is kept at a high pitch.

#### Hanns Kraly, Author

The story of "The Red Peacock" was written by Hanns Kraly, a well known European playwright, and under the title of "Poor Violette" attracted much attention in dramatic and literary circles. Mr. Kraly is author of many dramas which have been pictured with excellent results, but in none has his dramatic instinct been utilized to greater advantage than in Miss Negri's latest stellar vehicle.

#### Paul Stein, Director

One of the best known motion picture directors in Europe is Paul Stein. He produced "The Red Peacock" with exceptional results from every standpoint of motion picture direction. The picture is massive, the groupings effective, the lightings artistic and satisfying, and not a detail is lacking that would militate against the complete harmony of the production. "The Red Peacock" is a directorial masterpiece, beautiful, effective and artistically convincing.

### Mail Campaign For the Exploitation of "The Red Peacock"

(Postcard)

PARAMOUNT THEATRE

....., 192..

Dear Madam:—

Pola Negri in a new picture! The brilliant star of "The Last Payment" in another screen masterpiece! That is what we will offer you at this theatre next ....., when we show "The Red Peacock," one of the most wonderful pictures of the season. Please don't miss it.

Sincerely yours,

..... Manager.

(Letter)

PARAMOUNT THEATRE

Dear Madam:— ....., 192..

Of course, you saw Pola Negri, the famous European screen star, in "The Last Payment." Do you remember what charmed you most? Her dramatic force and personal magnetism? Her beauty and vivacity? Certainly they did. Miss Negri is the star in another Paramount picture, "The Red Peacock," which will be shown at this theatre next ....., It is a wonderful picture, directed by one of the ablest directors in Europe and interpreted by a cast of celebrated players. Please don't miss this most unusual offering. It is a masterpiece.

Sincerely yours,

..... Manager.

(Postcard)

PARAMOUNT THEATRE

....., 192..

Dear Madam:—

Lest you forget the date, we beg to remind you that Pola Negri, the most famous screen star in Europe, will appear at this theatre next ....., and ... days thereafter, in her latest Paramount starring picture, "The Red Peacock." This is a masterpiece of the screen which will please you.

Sincerely yours,

..... Manager.



Pola Negri in

## "THE RED PEACOCK"

U F A Production

A Paramount Picture



Remarkable Story, Great Cast, Fine Press Reviews



### REVIEWS FOR PRESS OF

Pola Negri's Paramount Picture  
**"THE RED PEACOCK"**

POLA NEGRI was seen to excellent advantage in her new Paramount picture, "The Red Peacock" at the theatre last night. This story which reminds one irresistibly of "Camille," is one of exceptional dramatic force and one forgets the tragedy of the theme in one's admiration of the artistic portrayal of the role of the flower girl by Miss Negri.

The story of "The Red Peacock" is that of a frail young woman who, to escape her drunken step-father, enters the gilded circle only to live a vicarious existence in which love, sadness and ultimate tragedy find their finest artistic expression. The picture fascinates by its force, while the excellence of the portrayals, notably that of Miss Negri as Violette, hold one as by a magic spell. Produced in Europe by Paul Stein, "The Red Peacock" is worthy of the attention of all screen lovers who wish to study the advance made by the cinema art in recent years.

#### "The Red Peacock" Strong Picture

"The Red Peacock," a dramatic Paramount picture, starring Pola Negri, who will be remembered for her remarkable portrayals in "Passion" and "The Last Payment," attracted large crowds to the theatre yesterday. The picture, a Paramount, produced in Europe, develops a highly emotional theme in the most artistic manner and that it caused a profound impression, was manifest throughout the showing. Miss Negri's acting is comparable favorably with that of Sarah Bernhardt in "Camille" which this story resembles. The production is massive and the supporting company the best that could have been chosen.

#### Pola Negri in New Picture

All screen fans who saw Pola Negri, the distinguished European motion picture star, in "The Last Payment," will be delighted with her artistic work in "The Red Peacock," her latest Paramount Picture which was shown at the theatre last night. Abounding in dramatic situations of great power, each having a thrill of its own, and the various characters portrayed by individual players of great merit, "The Red Peacock" stands out as one of the most dramatic presentations of the current season. The picture was produced in Europe by Paul Stein and is well worth seeing.

#### Don't Miss "The Red Peacock"

Pola Negri has scored a triumph in her new Paramount picture, "The Red Peacock," which is on view at the theatre this week. It is a remarkable picture in every respect and those who have not seen it will miss an artistic treat if they fail to attend tonight or tomorrow. Miss Negri's work in this picture is highly effective. The production is one of the best seen at this theatre this season.

### A STORY OF REMARKABLE DRAMA IS

Pola Negri's Latest Paramount Picture Production  
**"THE RED PEACOCK"**

LIVING in a hovel with her drunken step-father, Violette, a beautiful young woman, is forced to sell flowers to provide him with intoxicants. One stormy night, she goes to a theatre just as the crowd is passing into the street and observes Alfred Germont, a young playwright, his friend, Gaston Roy and Flora Lavalle, their companion. Flora has invited Alfred to attend a dinner in her apartment and as Gaston and she step in their automobile, Violette jumps on the running board and seeks to sell her wares.

Following in a machine behind, Alfred observes that Violette is swaying as if about to fall and he calls to her to be careful. She falls and when he reaches her she is unconscious. He picks her up and drives to Flora's apartment where she is revived and later induced to wear a fashionable gown belonging to Flora. She tells the party the story of her wretched home life and when she adds that she fears to return home because of the beating that awaits her for failing to sell her flowers, Alfred gives her a bottle of wine which he insists she should give her step-father and thus avert his wrath.

Violette return home later with the wine and gives it to her step-father, but instead of appeasing him, he becomes violent and

#### "THE RED PEACOCK"

##### The Cast:

Violette, a flower girl.... Pola Negri  
Alfred Germont, a playwright  
Clara Germont, his sister  
Mr. Germont, his father  
Gaston Roy, Alfred's friend  
Flora Lavalle, his sweetheart  
Count Girey, a wealthy rone  
Violette's father

threatens to kill her. He attempts to deprive her of the furs Flora had loaned her and when she resists, threatens to kill her with a knife. She flees into the streets and returns to Flora's home where she meets Alfred. He offers her the shelter of his home and she accepts. Alfred receives a letter informing him of his sister's serious illness and after inducing Flora to give Violette a position as maid, leaves the city. Gaston becomes enamored of her and in a fit of jealous rage, Flora discharges her. As she leaves the house, Violette meets Count Girey and later she accepts his protection and rich bounty.

On his return, Alfred searches for Violette in vain. One night he sees her at the theatre in company of the notorious Count. He meets her and she begs him to take her away from the Count. He complies and the two are happy in their love. Alfred's father and sister beg her to leave Alfred on the theory that she is ruining his career. Violette consents and when Alfred returns, she has vanished. She meets Gaston and goes with him on a motor trip which ends at Monte Carlo. Through the aid of Flora, Alfred traces Violette, but when he finds her, she is ill from consumption. She tells him of her boundless love and dies in his arms.

### THE ANSWER MAN ON "THE RED PEACOCK"

**PLAYER**—Pola Negri's latest Paramount picture is "The Red Peacock." It is a thrilling story in which Miss Negri's remarkable emotional powers as actress find their finest expression. Miss Negri scored heavily in "Passion," "The Last Payment" and other photoplays of merit.

**CURIOS**—Pola Negri is of Polish birth. She evinced talents as an actress when a young girl and she is temperamentally an artist to the finger-tips. Her work in "The Red Peacock" is compared with that of Sarah Bernhardt at her best.

**PRODUCER**—Pola Negri's new Paramount picture, "The Red Peacock," was produced by Paul Stein, one of the best known directors in Europe.

**ACTRESS**—The names of those in the cast in support of Pola Negri in "The Red Peacock," are not revealed. They are however, well known screen players of Europe.

### DATA OF VALUE ABOUT

Pola Negri, Celebrated Star in  
**"THE RED PEACOCK"**

POLA NEGRI, one of the most famous screen stars in Europe, has a role of tremendous dramatic strength in her latest Paramount picture, "The Red Peacock." All who saw her in "Passion," "Gypsy Blood" and "The Last Payment," will be more than charmed with her latest screen portrayal in which her work is compared favorably with that of Sarah Bernhardt's at her best.

#### Pola Negri Magnetic

Pola Negri is not only one of the most talented actresses of the screen, but she is beautiful and magnetic to an extraordinary degree. She is of Polish birth and by temperament and education, one of the greatest and most artistic exponents of the dramatic art in the world.

#### Makes Success as DuBarry

Her first great success as a screen artist, was her appearance in the role of Madame DuBarry, the favorite of Louis XV, in the picture production of "Passion" which swept the country last season and which is still attracting attention wherever the screen is known. Her vivacity, her remarkable personality and histrionic talent impressed screen fans all over the country and she was hailed as one of the most commanding figures of the silversheet.

#### Scores in Other Pictures

Then followed "Gypsy Blood," a new and tremendously powerful version of "Carmen" in which Miss Negri displayed dramatic talents of the highest order—an expression of art vastly different from that she displayed as the favorite of the dissolute French king. In due course, came "The Last Payment," a Paramount picture, in which her dramatic powers are displayed at their best. In each of these the actress scored a personal triumph.

#### Fine Role in New Picture

In her latest Paramount picture, "The Red Peacock," Miss Negri has a role which affords her marvellous scope for effective acting of which she makes the most. As Violette, a frail girl who is driven into the streets by her cruel and drunken step-father, and in whose life there comes a great love which serves to purify rather than destroy her soul, Miss Negri is seen in what is declared to be her finest portrayal since her advent upon the screen.

#### Support is Excellent

The supporting company is one of the best ever assembled for any European production. While the names are not given in the official cast, the roles of Alfred Germont, Gaston Roy, Flora Lavalle and Count Girey are portrayed by highly artistic players. The direction by Paul Stein and the art direction by Kurt Richter, two of the foremost men in their lines identified with the screen in Europe, vest this production with a majestic force seldom attained in any motion picture production.

Pola Negri in

# "THE RED PEACOCK"

U F A Production

A Paramount Picture



Live Wire Production Cuts and Supplementary Adv.



Pola Negri and Michael Varkonyi in a scene from the Paramount Picture... 'The Red Peacock'

Production Cut 2 P



Pola Negri in the Paramount Picture 'The Red Peacock'

Production Cut 1 P A

Order all cuts by number and say whether you want mats or electros.

All Week **THEATRE** Noon to 11



**Pola Negri**  
**The Red Peacock**

A Paramount Picture

**Behind Her Shimmering Feathers —**

Behind the smiles she flashed on the pleasure world at her feet, was a broken life—her own!

A life whose silent sacrifice was the greatest thing a woman ever gave for love.

A picture of gorgeous beauty. A story of heart-filling human appeal.

**Also Paramount Sennett Comedy**



Production Cut 1 P B

**POLA**  
Stro

**STAND**  
Europe  
is said to  
mount P  
be shown  
Miss Neg  
months a  
"The La  
scored a  
Miss N  
ing a cr  
to quit t  
own livi  
playwrig  
and thei  
father an  
Later the  
the natur  
It is suff  
ation is  
motion p

**POL**  
**Famous**  
**P**

That  
have to  
of their  
demonstr  
Peacock  
knocked  
ment of  
leaps to  
automobil  
wares, is  
ground.  
plished,  
attempt  
the resul  
case wit  
just as a  
sustained  
scious w  
speedily  
Her sup  
many of

**Pol**  
Perhap  
Europe  
artistic  
Barry in  
Blood."  
Peacock,  
heralded  
The supp



Pola Negri in

**"THE RED PEACOCK"**

A Paramount Picture

U F A Production

## Advance and Current Stories for the Newspapers

**POLA NEGRI IS SUPERB IN**  
Strong Dramatic Paramount Picture  
**"THE RED PEACOCK"**

**S**TANDING at the head of her profession in Europe, Pola Negri, the famous screen actress, is said to have a superb role in her latest Paramount Picture, "The Red Peacock," which will be shown at the ..... theatre next. Miss Negri created a furore in "Passion" some months ago and her last previous vehicle was "The Last Payment," in which she recently scored a veritable triumph.

Miss Negri appears as a flower girl, who having a cruel and drunken step-father, is forced to quit the hovel in which they live and make her own living as fate wills. She meets a young playwright who takes her under his protection and their happiness is interrupted when his father and sister plead with her to give him up. Later they meet again in dramatic circumstances, the nature of which it would be unfair to reveal. It is sufficient to say that the culminating situation is one of the strongest ever seen in a motion picture.

**POLA NEGRI HAS BAD FALL****Famous Star Injured During the Filming of Picture, "The Red Peacock"**

That screen actresses, including stars, often have to risk their lives and limbs in the course of their work and often are actually injured, was demonstrated during the filming of "The Red Peacock" when Pola Negri, the star, was knocked unconscious in a fall. In the development of the story, Miss Negri, as a flower seller, leaps to the running board of a swiftly moving automobile and after vainly seeking to sell her wares, is overcome by weakness and falls to the ground. This sort of fall can be easily accomplished, all thing being equal, but if the player attempting it happens to lose his footing, then the results are apt to be serious. This was the case with Miss Negri, whose heel tripped her just as she swung herself off the machine. She sustained a severe fall and actually was unconscious when picked up. Happily, however, she speedily recovered from the effects of the mishap. Her support in "The Red Peacock" includes many of the best known screen players in Europe.

**Pola Negri in "The Red Peacock"**

Perhaps the most celebrated screen player in Europe is Pola Negri. She won fame by her artistic portrayal of the role of Madame DuBarry in "Passion," and Carmen in "Gypsy Blood." Miss Negri will be seen in "The Red Peacock," a dramatic Paramount picture, at the ..... Theatre next. It is heralded to be a massive and thrilling production. The supporting cast is quite strong.

**22 x 28 Lobby Photo--A****GREAT THRILLING PICTURE IS**  
Pola Negri's New Paramount Photoplay  
**"THE RED PEACOCK"**

**I**F one likes thrills in motion pictures, one will find them aplenty in Pola Negri's new Paramount picture, "The Red Peacock," which will be the feature at the ..... theatre for ..... days beginning ..... next. It is said that there are more dramatic situations in this photoplay than in any other in which this famous European star has appeared since "Passion."

Miss Negri is essentially an emotional actress as well as a dramatic artist. The story of "The Red Peacock," in which she is first seen as a flower girl, then as a fashionable woman who leads a stormy existence, offers her many opportunities for the display of her varied talents as star. She is admirably supported by a picked company of players. The scenes are said to be massive and beautiful.

**COLORED SLIDE****Exhibitors' Advertising Accessories**  
FOR**"THE RED PEACOCK"**

All these accessories can be secured from your exchange. Send list of what you want, with check or money order.

**POSTERS (as illustrated on back cover)**

One Sheet (1A and 1B)	15
Three Sheet (3A and 3B)	45
Six Sheet (6A)	90
Twenty-four Sheet (24A)	2.50

**LOBBY DISPLAY PHOTOS**

22 x 28	.50
11 x 14 Set of Nine	.50
8 x 10 Publicity, each	.10

**SCENE CUTS (Coarse Screen)**

One Column	.35
Two Column	.40

**CUTS OF POLA NEGRI**

One Column	.25
Two Column	.40
Circle Thumbnail (Coarse or Fine)	.15

**ADVERTISING CUTS**

One Column	.35
Two Column	.65
Three Column	1.35
Supplementary (Two Column)	.25

**MATS, ADVERTISING, PRODUCTION, Etc.**

One Column	.55
Two Column	.10
Three Column (Adv. only)	.15

**SLIDE**

GILT-EDGE FRAMES, size 17 x 43	1.50
14 x 36 inch Insert Cards to fit above	.25

Press Book, Music Cues and Money Sheets are GRATIS

**STRONG EMOTIONAL PLAY IS**  
Pola Negri's New Paramount Picture  
**"THE RED PEACOCK"**

**A**DMITTEDLY one of the biggest emotional photoplays seen here in many months is "The Red Peacock," a new Paramount picture starring Pola Negri, the famous European screen star, which comes to the ..... theatre next. Miss Negri is said to be the Sarah Bernhardt of the screen, and that she is versatile is amply proved by her superb work in such picture successes as "Passion," "Gypsy Blood" and "The Last Payment," the latter a Paramount picture, scoring heavily.

In the story, Pola Negri is seen as Violette, a flower girl, who is driven from her squalid home by a drunken step-father and forced to make her own way through life. She meets a young playwright in dramatic circumstances, and the story of their love is finely told in a series of remarkable scenes that hold one's attention to the final fade out. Pola Negri, a dramatic actress of great force and brilliance, meets the requirements of her arduous role with exquisite artistry.

The scenes of the picture are laid in Europe. The director was Paul Stein and the supporting company is one of the best thus far seen in any Pola Negri photoplay.

**POLA NEGRI FAMOUS DANCER****Star of "The Red Peacock" Formerly With the Russian Imperial Ballet**

Pola Negri, the beautiful star of "The Red Peacock," a Paramount picture which comes to the ..... theatre next, formerly was a member of the Russian Imperial Ballet in Petrograd. After winning fame as a dancer, she deserted the ballet for the violin and her playing attracted wide-spread attention in European capitals. Then she went on the stage and her exquisite artistry made her famous. Thus she attracted the notice of the leading film producers and among her finest screen creations were Countess DuBarry in "Passion," and Carmen in "Gypsy Blood." Her characterizations in these pictures established her fame on a firm foundation.

**"The Red Peacock" Coming**

"The Red Peacock," a dramatic Paramount picture starring Pola Negri, the famous Polish actress who won American fans by her portrayal in "The Last Payment," will be the feature at the ..... Theatre next. This is said to be one of the finest pictures shown in this country during the season and quite comparable with the Continental screen output of recent months.

**22 x 28 Lobby Photo--B**

Pola Negri in

"THE RED PEACOCK"

U F A Production

A Paramount Picture



Beautiful Posters—The Kind That Pull



Three Sheet -- 3A



Six Sheet -- 6A



Three Sheet -- 3B

The Lobby Display  
and Insert Card will  
be found on Page 2



One Sheet -- 1A



One Sheet -- 1B

The Accessories  
Price List will be  
found on Page 7.  
Consult It!



Twenty-Four Sheet -- 24A



This document is from the Library of Congress  
“Motion Picture Copyright Descriptions Collection,  
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center  
The Library of Congress